

THE  
GOLDEN  
YEARS  
OF THE  
JAZZ-  
MAD  
ERA!

**“KING OF THE  
ROARING 20’s  
—THE STORY OF ARNOLD ROTHSTEIN”**

**SHOWMANSHIP**  
FROM  
ALLIED  
ARTISTS





KING OF THE ROARING 20's  
-The Story of Arnold Rothstein No. 24

Diane Foster, as the wife of Arnold Rothstein (David Janssen), king of the gamblers during the roaring 20's, does not seem overjoyed by her husband's lucky streak in this scene from Allied Artists' "King of the Roaring 20's—The Story of Arnold Rothstein" now at the Theatre. Eight other top Hollywood stars, including Mickey Rooney, have starring roles.

## NEW DAVID JANSSEN FILM DEPICTS LIFE OF ROTHSTEIN

(Advance)

The name of Arnold Rothstein, king gambler of the 20's, whose story is told in "King of the Roaring 20's—The Story of Arnold Rothstein," screening at the Theatre, conjures many things for many people.

Portrayed by David Janssen in the Allied Artists picture, which has Mickey Rooney

through the "protection" racket. Above all, he was a political power, "banker" to the underworld, and architect of the crime empire we know today as "the Syndicate."

But according to Leo Katcher, on whose best-selling book, "The Big Bankroll," the Samuel Bischoff-David Diamond film is based, Rothstein lived two separate and distinct lives — the private one devoted to the beautiful small-time actress, Carolyn Greene, who became his wife. Dianne Foster plays her in the motion picture.

The picture co-stars Jack Carson, Diana ("Britain's answer to Marilyn Monroe") Dors, Dan O'Herlihy, Mickey Shaughnessy, Keenan Wynn, and William Demarest. Joseph Schildkraut guest-stars as Rothstein's respectable father. Joseph M. Newman directed from a script by Jo Swerling.

He achieved a kind of horse-player's immortality with an \$850,000 "killing" at Aqueduct Race Track on July 4, 1921. He took a \$600,000 poker pot from Nick the Greek. And it is a curious anecdote of the art world that with a cut of the cards he acquired a masterpiece painted by Sir Joshua Reynolds. The well-manicured and charming Rothstein owned both an art gallery and the poshest casino in America. He chartered ocean liners to run in booze from Europe. He bossed the garment industry

## When Rothstein Won 850 Grand

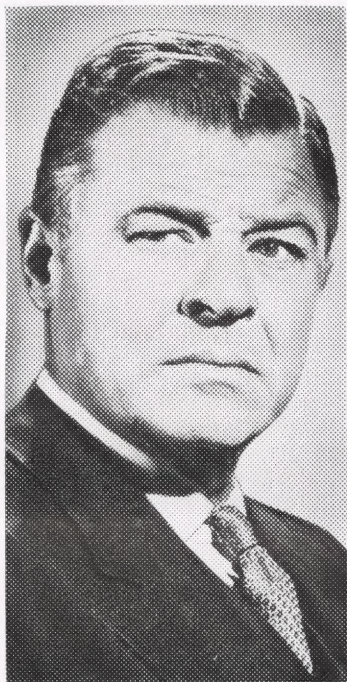
One of the biggest betting coups in race track history is dramatized in a sequence of Allied Artists' "King of the Roaring 20's—The Story of Arnold Rothstein," opening at the Theatre

By placing hidden bets with scores of bookmakers through agents, gambler Arnold Rothstein collected \$850,000 on the victory of his horse Sidereal at odds beginning at 30 to 1 on July 4, 1921, at New York's Aqueduct track.

"King of the Roaring 20's—The Story of Arnold Rothstein," produced by Samuel Bischoff and David Diamond, stars David Janssen as Rothstein; Mickey Rooney as Johnny Burke; Diane Foster, Jack Carson, Diana Dors, Dan O'Herlihy, Mickey Shaughnessy, Keenan Wynn, and William Demarest. Joseph Schildkraut appears as guest star.

## Carson Co-stars In New Picture

Jack Carson plays Tammany boss "Big Tim" O'Brien, first protector then foe of gambler-underworld banker Arnold Rothstein, in Allied Artists' "King of the Roaring 20's—The Story of Arnold Rothstein," now at the Theatre. Rothstein, is portrayed by David Janssen, with Mickey Rooney playing Johnny Burke, lifelong Pythias to Rothstein's Damon.



KING OF THE ROARING 20's  
-The Story of Arnold Rothstein No. 7

Jack Carson portrays a New York political boss, "Big Tim" O'Brien, in "King of the Roaring 20's—The Story of Arnold Rothstein," story of fabulous gambler and underworld moneyman Arnold Rothstein. The Allied Artists film, opening at the Theatre, pictures David Janssen as Rothstein, and Mickey Rooney as his tinnhorn pal, Johnny Burke.

## FATHER

"Canonized" for his work in "The Diary of Anne Frank," Joseph Schildkraut



JOSEPH SCHILDKRAUT  
No. 11

stayed off the screen two years because he could not find another suitable part. He returns in Allied Artists' "King of the Roaring 20's—The Story of Arnold Rothstein," now at the Theatre—as the father of gambler Arnold Rothstein (David Janssen).

## CREDITS

Produced by Samuel Bischoff and David Diamond; Directed by Joseph M. Newman; Production Manager, Edward Morey, Jr.; Screenplay by Jo Swerling, based on the book "The Big Bankroll" by Leo Katcher; Music Composed and Conducted by Franz Waxman; Director of Photography, Carl Guthrie, A.S.C.; Art Director, David Milton; Film Editor, George White; Assistant Director, Lindsley Parsons, Jr.; Music Editor, Jill Campbell; Sound Editor, Charles Schelling, Marty Greco; Set Decorator, Joseph Kish; Set Continuity, Billy Vernon; Sound Mixer, Ralph Butler; Special Effects, Milt Olsen; Wardrobe, Roger J. Weinberg, Norah Sharpe; Make-up Artist, Allan Snyder; Hairdresser, Agnes Flanagan; Property, Ted Mossman; Construction Supervisor, James West.

## 'DIAMOND' IN NEW DEAL, DRAWS ROTHSTEIN'S HAND

Justice and David Janssen have pftt, as they say in the gossip columns, and don't make any bets on an early reconciliation.

The attractively sardonic young man who climbed to movie stardom by way of "Richard Diamond, Detective," is on the other side of the law in "King of the Roaring 20's—The Story of Arnold Rothstein," arriving at the Theatre and says he's mightily relieved to be there.

It was the Marine war story, "Hell to Eternity," that got big-screen producers all excited about Janssen, who is now being variously described around Hollywood as "a new Clark Gable" and "an American Cary Grant."

"Then," he says gratefully, "this script came my way, with the kind of part I'd have given my eye teeth to play, and I leaped for it."

He plays the fabulous Arnold Rothstein, gambler extraordinary and underworld "capitalist" of the 20's, whom Damon Runyon dubbed "the Brain." Cultivated gentleman, art connoisseur, and mathematical genius who combined a flair for the spectacular with a passion for anonymity, Rothstein built the crime empire that was to fall piecemeal into the hands of such sinister heirs as Charles "Lucky" Luciano, Louis "Lepke" Buchalter, Albert Anastasia, and Joe Adonis.

Mickey Rooney plays Rothstein's little-fish protege, Johnny Burke. Also starred in the Allied Artists' film is Dianne Foster, Jack Carson, Dan O'Herlihy, Mickey Shaughnessy, Keenan Wynn and William



KING OF THE ROARING 20's  
-The Story of Arnold Rothstein No. 5

David Janssen, as Arnold Rothstein, king of the gamblers during the roaring 20's, has just been shot during the fabulous poker game in a New York hotel in this scene from "King of the Roaring 20's—The Story of Arnold Rothstein." The film, an Allied Artists picture, is the current attraction at the Theatre.

## O'HERLIHY

Academy Award nominee Dan O'Herlihy ("Robinson Crusoe")



DAN O'HERLIHY  
No. 9

portrays Police Lt. Phil Butler, in Allied Artists' "King of the Roaring 20's—The Story of Arnold Rothstein," currently at the Theatre.

## WAXMAN

Frank Waxman, who composed and conducted the vintage jazz score for "King of the Roaring 20's—The Story of Arnold Rothstein," now at the Theatre, has won two Academy Awards and nine additional Oscar nomination.

## THE CAST

Arnold Rothstein.....	DAVID JANSSEN
Carolyn Green.....	DIANNE FOSTER
"Big Tim" O'Brien.....	JACK CARSON
Madge.....	DIANA DORS
Phil Butler.....	DAN O'HERLIHY
Jim Kelly.....	MICKEY SHAUGHNESSY
Tom Fowler.....	KEENAN WYNN
Abraham Rothstein.....	JOSEPH SCHILDKRAUT
Hecht.....	WILLIAM DEMAREST
Williams.....	MURVYN VYE
Bill Baird.....	REGIS TOOMEY
Lenny.....	ROBERT ELLENSTEIN
Joanie.....	TERI JANSSEN

And  
MICKEY ROONEY as Johnny Burke

## THE STORY

(Not For Publication)

New York king gambler Arnold Rothstein (David Janssen) still finances a floating crap game for his small-time boyhood partner, Johnny Burke (Mickey Rooney). Politician "Big Tim" O'Brien (Jack Carson) offers Rothstein protection from their lifelong enemy, Detective Phil Butler (Dan O'Herlihy), if he'll open a gambling house with Jim Kelly (Mickey Shaughnessy). Rothstein does. Butler beats Johnny up, tells Kelly Rothstein is cheating him. Kelly takes \$40,000 from the safe. Rothstein lets him keep it for his interest in the business, tells him he's a sucker. Meanwhile, Rothstein courts actress Carolyn Green (Dianne Foster), is bitter when his respectable father (Joseph Schildkraut) withholds approval of their marriage for religious reasons. At the race track on their wedding day, he leaves Carolyn to engineer a betting coup, and that night she retires alone. Rothstein is at his gambling house, just raided by Butler. O'Brien persuades Rothstein and Butler to open another casino as partners. But Rothstein traps Johnny into revealing Butler's grafting history to a newspaper. Gunmen kill Johnny for this, are arrested on suspicion. Through attorney Tom Fowler (Keenan Wynn), Rothstein gets them to tell who hired them, uses this to send Butler to the chair. But Carolyn, learning what Rothstein did to Johnny, leaves him. O'Brien too hears Rothstein's part in the graft revelations that are threatening to bring a reform party into power, marks him for death. He is shot, mysteriously, during a poker game. Carolyn is with him in the hospital when he dies. And at the poker table a cop turns over the last card Rothstein drew, revealing the hand he dreamt of all his life, a royal flush.



KING OF THE ROARING 20's  
-The Story of Arnold Rothstein No. 22

Diane Foster and David Janssen are teamed as Broadway actress Carolyn Greene and king gambler Arnold Rothstein in "King of the Roaring 20's—The Story of Arnold Rothstein" opening at the Theatre. It is an Allied Artists picture based on Leo Katcher's "The Big Bankroll," best selling book on the life and times of Arnold Rothstein, and boasts a cast of 10 top stars.



## ROONEY'S LITTLE TINHORN IN KING GAMBLER'S STORY

It is Mickey Rooney's boast that he made his theatrical debut singing "Pal of My Cradle Days" at the age of one. Yes, ma'am, that's what it says here, and anybody acquainted with the "mighty mite," who somehow manages to give an impression of high precocity even with a stubble of beard, would hesitate to dispute the point with him.

After being counted out twice during his long career, Mickey is riding the crest again, playing the tragic little tinhorn, Johnny Burke, pal of king gambler Arnold Rothstein, portrayed by David Janssen, in Allied Artists' "King of the Roaring 20's—The Story of Arnold Rothstein," now at the . . . . . Theatre.

Mickey's parents were vaudeville performers, and as he tells it he crawled out of their dressing room and onto the stage one evening in the midst of their act. Charmed by his first sight of an audience, he turned somersaults and then, encouraged by his mother, crooned—all right, ma'am, babbled—the song to her.

He began touring vaudeville circuits with a partner before he was five, he says, and at five got his first movie job—the producer thought he was a midget. Then for six years he starred as Mickey (Himself) McGuire in a series of short film comedies based on Fontaine Fox's tough little cartoon character. He outgrew the role, and Hollywood counted him out the first time.

The second time came two years after his discharge from the army, when he parted company with M-G-M, for which he had made the great series of "Andy Hardy" pictures. Exactly nine years later he was up for an Academy Award

for his performance in "The Bold and the Brave."

Others starred in the Samuel Bischoff-David Diamond production for Allied Artists are Dianne Foster, Jack Carson, Diana Dors, Dan O'Herlihy, Mickey Shaughnessy, Keenan Wynn, and William Demarest, with Joseph Schildkraut in a guest-star spot.



KING OF THE ROARING 20's No. 3  
-The Story of Arnold Rothstein

Johnny Burke, the little tinhorn who was the pal of king gambler Arnold Rothstein from boyhood, is portrayed by Mickey Rooney in "King of the Roaring 20's—The Story of Arnold Rothstein," now at the . . . . . Theatre. Rothstein is played by David Janssen.

## Another Rooney In New Picture

Timmy Rooney, 13, son of Mickey by the former Betty Jane Rase, "Miss Birmingham" (Ala.) of 1944, makes his motion picture debut with his famous father in Allied Artists' "King of the Roaring 20's—The Story of Arnold Rothstein," now at the . . . . . Theatre.

Father and son split the role of king gambler Arnold Rothstein's little tinhorn pal, Johnny Burke, Timmy playing Johnny as a boy, Mickey playing him grown up. David Janssen portrays Rothstein.

Co-starred are Dianne Foster, Jack Carson, Diana Dors, Dan O'Herlihy, Mickey Shaughnessy, Keenan Wynn, and William Demarest. Joseph Schildkraut guest-stars.

## Bid 100 Camels For Diana Dors

With historic assists from 3-D, a mink bikini, and an Arab sheik, blond Diana Dors, co-starred in "King of the Roaring 20's—The Story of Arnold Rothstein," which arrives . . . . . at the . . . . . Theatre, has parlayed a voluptuous figure and a surprising acting ability into a British institution as shiny and expensive as the Rolls Royce.

Britain's most highly paid entertainer, she has accumulated a fortune, and recently sold her memoirs to London's "News of the World" for £50,000, or \$4.50 a word.

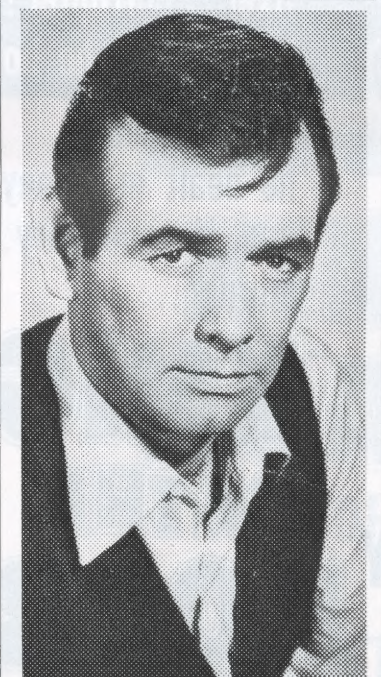
That helped make up for the £150,000 (\$488,000) which her manager bemoans it cost Marilyn Monroe's opposite number in canceled and passed-up engagements during three months of retirement preceding the birth of her baby, Mark Dawson, last year.

Diana Fluck, as she was born in Swindon, Eng., first hit the front pages when a North of England town banned an illustrated book entitled "Diana Dors in 3-D." She hit them again pictured in her tiny mink at the Cannes Film Festival. And she made them the third time when the aforesaid sheik offered her first husband, the late Dennis Hamilton, 100 camels for her.

She is now married to British comedian Richard Dawson.

"King of the Roaring 20's—The Story of Arnold Rothstein," Samuel Bischoff-David Diamond production for Allied Artists, marks only the second time she's been lured to Hollywood. She plays a man-wise Broadway showgirl of the 20's, with David Janssen starred as king gambler Arnold Rothstein and, Mickey Rooney as his little tinhorn pal, Johnny Burke.

Also starred in the film, under direction of Joseph M. Newman, are Dianne Foster, Jack Carson, Dan O'Herlihy, Mickey Shaughnessy, Keenan Wynn, and William Demarest. Joseph Schildkraut guest-stars as Rothstein's father.



KING OF THE ROARING 20's No. 8  
-The Story of Arnold Rothstein

Arnold Rothstein, portrayed by David Janssen in "King of the Roaring 20's—The Story of Arnold Rothstein," was dubbed "The Brain" by the famous Damon Runyon. The Allied Artists picture, based on Leo Katcher's "The Big Bankroll." The film is at the . . . . . Theatre.

## SCENTED

It was a speakeasy scene of the 20's for "King of the Roaring 20's—The Story of Arnold Rothstein," now at the . . . . . Theatre, and special effects man Milt Olsen was preserving the atmosphere with smoking teakettle and fan. The smoke had a sweet smell, and some of the actors were complaining.

"What's that stuff you're burning, Milt?" asked David Janssen, who plays gambler Arnold Rothstein in the Allied Artists film, and Olsen told him: "Church incense."

## GIFTED

The beautifully poised Dianne Foster, who plays the wife of gambler Arnold Rothstein opposite David Janssen in Allied Artists' "King of the Roaring 20's—The Story of Arnold Rothstein," now at the . . . . . Theatre, once taught Canadian girls how to be professional models. Born in Edmonton, she grew up in Toronto, and became writer, producer, director, and star of the Hudson's Bay Company radio program.



KING OF THE ROARING 20's No. 23  
-The Story of Arnold Rothstein

Mickey Rooney, as tinhorn Johnny Burke, begs his lifelong pal, king gambler Arnold Rothstein (David Janssen), for money to get out of town before gangsters rub him out. The scene is from "King of the Roaring 20's—The Story of Arnold Rothstein," an Allied Artists picture, opening . . . . . at the . . . . . Theatre.

## TWENTIES COME ALIVE IN ROTHSTEIN FILM BIOGRAPHY

(Review)

That glittering "lost world," the 1920s, with its Charles-toning flappers, forbidden booze, quick fortunes, and blazing guns, is all to be found again at the . . . . . Theatre, where "King of the Roaring 20's—The Story of Arnold Rothstein" opened yesterday.

Dominating it is the fascinating but sinister figure of Arnold Rothstein, that man of mystery, power, and the golden touch, who became a legend in his own lifetime. For this is his story, as the New York of that vanished era was his oyster, his town, until the poker game at the old Park Central Hotel one night when he drew that royal flush with the inverted ace of spades.

There was a golden touch, indeed, in the selection of the man who portrays Rothstein in this Allied Artists' picture. David Janssen, with his grace, magnetism, and sardonic manner, seems a welcome throwback, in these days of "naturalism" in Hollywood, to the time when stars were supposed to light up the sky, and is exactly right as the picaresque king gambler of the film.

Producers Samuel Bischoff and David Diamond, moreover, have surrounded Janssen with one of the year's most impressive casts of co-stars.

Mickey Rooney never had a more appealing role than that of the little tinhorn, Johnny Burke, who was Rothstein's pal and protege from boyhood; nor a more moving scene than the one in which he begs the big man for money to get out of town before the gangsters kill him.

Dianne Foster is the beautiful actress Rothstein courted and won; Jack Carson the political

## CYCLIST

Keenan Wynn, cast as attorney for gambler Arnold Rothstein (David Janssen) in Allied Artists' "King of the Roaring 20's—The Story of Arnold Rothstein" at the . . . . . Theatre, is a cross-country motorcycling enthusiast and wears a plate in his jaw as a souvenir of a racing accident.



KING OF THE ROARING 20's No. 6  
-The Story of Arnold Rothstein

Keenan Wynn is seen as the suave, articulate Tom Fowler, attorney for king gambler Arnold Rothstein in "King of the Roaring 20's," now at the . . . . . Theatre.



KING OF THE ROARING 20's No. 4  
-The Story of Arnold Rothstein

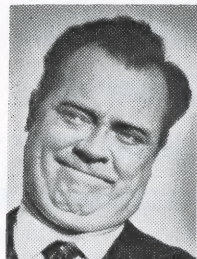
Britain's answer to Marilyn Monroe—that's what they call Diana Dors—returns to the American screen as a showgirl in "King of the Roaring 20's—The Story of Arnold Rothstein," now at the . . . . . Theatre.

## DEBUT

Teri Janssen, "Miss California" of 1960, makes her film debut with her star brother, David Janssen, who plays gambler Arnold Rothstein, in Allied Artists' "King of the Roaring 20's—The Story of Arnold Rothstein," currently at the . . . . . Theatre. Their mother, the former Berniece Janssen, "Miss Nebraska" of 1928, worked as an extra in the same picture.

## BOXER

Mickey Shaughnessy, who plays a gambling partner of Arnold Rothstein (David Janssen) in Allied Artists' "King of the Roaring 20's—The Story of Arnold Rothstein," now at the . . . . . Theatre, is a former Golden Gloves middle-weight.



MICKEY SHAUGHNESSY No. 10

## MODELED

Diana Dors, the "British Marilyn Monroe," currently in "King of the Roaring 20's—The Story of Arnold Rothstein" at the . . . . . Theatre, was once a model for art classes at the U.S. Armed Forces University at Swindon, Eng., and became the "official" campus pin-up. The Allied Artists movie is the story of gambler Arnold Rothstein, portrayed by David Janssen.

## DIANE FOSTER RELATES LOVE OF ROTHSTEIN'S LIFE

Somewhere in Pennsylvania, married again, and known by another name, lives the woman Dianne Foster portrays in "King of the Roaring 20's—The Story of Arnold Rothstein," now at the . . . . . Theatre, and for whom she expresses the warmest admiration.

Once she was the wife of Arnold Rothstein, that magnetic enigma to whom New York cops and criminals, guys and dolls of the '20s used to refer as "the man uptown." David Janssen plays him in the Allied Artists picture, with Mickey Rooney playing Rothstein's little sidekick, Johnny Burke.

The ex-Mrs. Rothstein told her story to Leo Katcher, who wrote the best-selling book, "The Big Bankroll," on which the Samuel Bischoff-David Diamond film production is based. She gave permission for the picture. But she never appeared on the set, and Dianne has never met her.

"But from all I've heard and read," the actress says, "she's the kind of woman it would be a privilege to know—a woman of great heart and deep understanding, and a magnificent dignity which she never lost when the world came crashing around her ears that time."

That was the time when Rothstein's underworld empire was shattered by a scandal from which Tammany Hall has never recovered.

"She was the love of Rothstein's life," Dianne declares, "and it's easy to understand why."

Co-starring in the picture are Jack Carson, Diana Dors, Dan O'Herlihy, Mickey Shaughnessy, Keenan Wynn, and William Demarest.



KING OF THE ROARING 20's No. 2  
-The Story of Arnold Rothstein

Diane Foster is seen as the wife of the one time king of the gamblers, Arnold Rothstein, portrayed by David Janssen in Allied Artists' "King of the Roaring 20's—The Story of Arnold Rothstein," opening . . . . . at the . . . . . Theatre. The picture, based on the best selling book, "The Big Bankroll," by Leo Katcher, stars 10 top Hollywood players, including Mickey Rooney.





# THE JAZZ-CRAZED ERA OF THE FABULOUS ROARING TWENTIES!



**AND THE  
MAN  
WHO RULED  
IT ALL!**

He was gambler...  
fixer... corrupter!  
He bribed... he bought...

he schemed!..  
he dealt in money...  
and, if necessary...  
murder...

## "KING OF THE ROARING 20's -THE STORY OF ARNOLD ROTHSTEIN"

Starring **DAVID JANSSEN**  
**DIANNE FOSTER**  
**JACK CARSON**  
**DIANA DORS**  
**DAN O'HERLIHY**  
**MICKEY SHAUGHNESSY**  
**KEENAN WYNN**  
**WILLIAM DEMAREST**  
Guest Star  
**JOSEPH SCHILDKRAUT**  
and  
**MICKEY ROONEY**  
as Johnny Burke



with REGIS TOOMEY • Produced by SAMUEL BISCHOFF and DAVID DIAMOND • Directed by JOSEPH M. NEWMAN  
Screenplay by JO SWERLING • Music Composed and Conducted by FRANZ WAXMAN • AN ALLIED ARTISTS PICTURE

MAT NO. 401

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(588 Lines)



HE WAS THE MAN THEY CALLED

# KING OF THE ROARING



## 20's

THE GOLDEN YEARS OF THE JAZZ-MAD ERA!

## "KING OF THE ROARING 20's"

-THE STORY OF ARNOLD ROTHSTEIN"

Starring **DAVID JANSSEN · DIANNE FOSTER · JACK CARSON · DIANA DORS · DAN O'HERLIHY**

**MICKEY SHAUGHNESSY · KEENAN WYNN · WILLIAM DEMAREST**

Guest Star **JOSEPH SCHILDKRAUT · and MICKEY ROONEY** as Johnny Burke



From the red-hot best seller "THE BIG BANKROLL"

with REGIS TOOMEY • Produced by SAMUEL BISCHOFF and DAVID DIAMOND • Directed by JOSEPH M. NEWMAN  
Screenplay by JO SWERLING • Music Composed and Conducted by FRANZ WAXMAN • AN ALLIED ARTISTS PICTURE

MAT NO. 209

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(210 Lines)

# THE JAZZ-CRAZED ERA OF THE ROARING TWENTIES!

HE WAS BANKER TO GANGLAND...  
OVERLORD OF THE UNDERWORLD...  
SPORTING MAN...  
FIXER...  
CORRUPTER!



## "KING OF THE ROARING 20's"

-THE STORY OF ARNOLD ROTHSTEIN"

Starring **DAVID JANSSEN · DIANNE FOSTER · JACK CARSON · DIANA DORS**

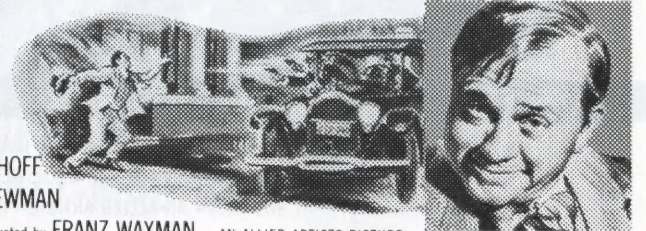
**DAN O'HERLIHY · MICKEY SHAUGHNESSY · KEENAN WYNN**

**WILLIAM DEMAREST · Guest Star JOSEPH SCHILDKRAUT · and MICKEY ROONEY** as Johnny Burke



with REGIS TOOMEY • Produced by SAMUEL BISCHOFF and DAVID DIAMOND • Directed by JOSEPH M. NEWMAN

Screenplay by JO SWERLING • Music Composed and Conducted by FRANZ WAXMAN • AN ALLIED ARTISTS PICTURE



MAT NO. 304

Ad Mat No. 304

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(546 Lines)

### OFFICIAL BILLING

The following are the contractual advertising obligations:

Allied Artists

Presents

"KING OF THE ROARING 20's"  
—The Story of Arnold Rothstein  
100%

Starring

DAVID JANSSEN 50%  
DIANNE FOSTER 50%  
JACK CARSON 50%  
DIANA DORS 50%  
DAN O'HERLIHY 50%

MICKEY SHAUGHNESSY 50%

KEENAN WYNN 50%  
WILLIAM DEMAREST 50%

With

REGIS TOOMEY 15%

Guest Star

JOSEPH SCHILDKRAUT 50%

And

MICKEY ROONEY 50%

as

Johnny Burke

Produced by

SAMUEL BISCHOFF

and

DAVID DIAMOND 15%

Directed by

JOSEPH W. NEWMAN 15%

Screenplay by

JO SWERLING 15%

Based on the Book "The Big Bankroll" by LEO KATCHER

Music Composed and Conducted by FRANZ WAXMAN



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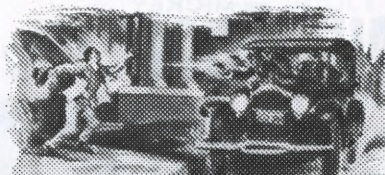
**THE GAY, VICE-RIDDEN  
ROARING TWENTIES &  
ALL THE GUYS & DOLLS  
WHO SINNED, GINNED,  
GAMBLED & THRILLED  
THEIR WAY THROUGH  
THIS NEVER-TO-BE  
FORGOTTEN ERA!**



**"KING  
OF THE  
ROARING 20's  
-THE STORY OF ARNOLD ROTHSTEIN"**

Starring

**DAVID JANSSEN**  
**DIANNE FOSTER**  
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MAT NO. 210

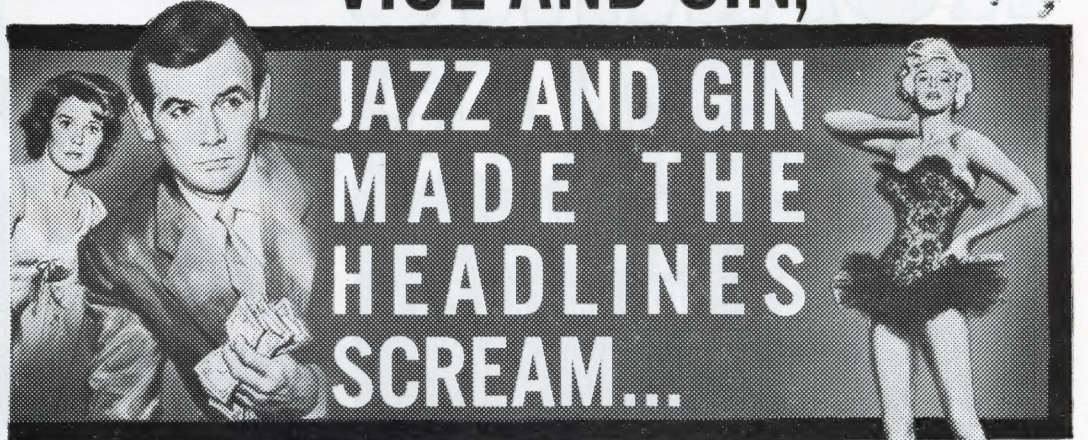
Ad Mat No. 210

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(350 Lines)



**THIS WAS THE  
AGE OF THE  
CHARLESTON  
RAGE...WHEN  
VICE AND SIN,**

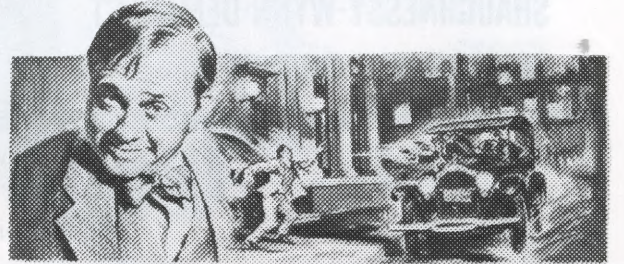


**JAZZ AND GIN  
MADE THE  
HEADLINES  
SCREAM...**

Starring

**DAVID JANSSEN**  
**DIANNE FOSTER**  
**JACK CARSON**  
**DIANA DORS**  
**DAN O'HERLIHY**  
**MICKEY SHAUGHNESSY**  
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**"KING OF THE  
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-THE STORY OF ARNOLD ROTHSTEIN"**



From the red-hot best seller "THE BIG BANKROLL"

with REGIS TOOMEY • Produced by SAMUEL BISCHOFF and DAVID DIAMOND • Directed by JOSEPH M. NEWMAN  
Screenplay by JO SWERLING • Music Composed and Conducted by FRANZ WAXMAN • AN ALLIED ARTISTS PICTURE

Ad Mat No. 303

3 cols. x 8 1/4"

MAT NO. 303

(346 Lines)



**THE GOLDEN YEARS OF THE JAZZ-MAD ERA!**

**"KING OF THE  
ROARING 20's  
-THE STORY OF ARNOLD ROTHSTEIN"**

starring **DAVID JANSSEN** • **DIANNE FOSTER**  
**JACK CARSON** • **DIANA DORS** • **DAN O'HERLIHY**  
**MICKEY SHAUGHNESSY** • **KEENAN WYNN**  
**WILLIAM DEMAREST** and GUEST STAR **JOSEPH SCHILDKRAUT**  
and **MICKEY ROONEY** as Johnny Burke

AN ALLIED ARTISTS PICTURE

MAT NO. 207

Ad Mat No. 207

2 cols. x 4"

(112 Lines)



THE GAY,  
VICE-RIDDEN  
YEARS OF  
THE JAZZ-  
MAD ERA!

FROM  
LEO HATCHER'S  
BEST-SELLING  
NOVEL  
"THE  
BIG  
BANKROLL"



**"KING OF THE  
ROARING 20's"**  
-THE STORY OF ARNOLD ROTHSTEIN-

Starring  
**DAVID JANSSEN**  
**DIANNE FOSTER**  
**JACK CARSON**  
**DIANA DORS**  
**DAN O'HERLIHY**  
**MICKEY SHAUGHNESSY**  
**KEENAN WYNN**  
**WILLIAM DEMAREST**  
Guest Star  
**JOSEPH SCHILDKRAUT**  
and  
**MICKEY ROONEY**  
as Johnny Burke

with REGIS TOOMEY  
Produced by SAMUEL BISCHOFF and DAVID DIAMOND  
Directed by JOSEPH M. NEWMAN • Screenplay by JO SWERLING  
Music Composed and Conducted by FRANZ WAXMAN  
AN ALLIED ARTISTS PICTURE

MAT NO. 105

Ad Mat No. 105  
1 col. x 9" (126 Lines)

THE  
GOLDEN  
YEARS  
OF THE  
JAZZ-MAD  
ERA!



FROM  
LEO HATCHER'S  
BEST-SELLING  
NOVEL  
"THE  
BIG  
BANKROLL"



GAMBLERS... GIRLS... CON-MEN he supplied  
the BIG BANKROLL!

**"KING OF THE  
ROARING 20's"**  
-THE STORY OF ARNOLD ROTHSTEIN-

Starring **DAVID JANSSEN** · **DIANNE FOSTER** · **JACK CARSON** · **DIANA DORS**  
**DAN O'HERLIHY** · **MICKEY SHAUGHNESSY** · **KEENAN WYNN**  
**WILLIAM DEMAREST** · Guest Star **JOSEPH SCHILDKRAUT** and **MICKEY ROONEY** as Johnny Burke

with REGIS TOOMEY • Produced by SAMUEL BISCHOFF and DAVID DIAMOND • Directed by JOSEPH M. NEWMAN  
Screenplay by JO SWERLING • Music Composed and Conducted by FRANZ WAXMAN • AN ALLIED ARTISTS PICTURE

Ad Mat No. 302

3 cols. x 5 3/4"

MAT NO. 302

(242 Lines)

THE GAY, VICE-RIDDEN YEARS OF THE JAZZ-MAD ERA!



**"KING OF THE  
ROARING 20's"**  
-THE STORY OF ARNOLD ROTHSTEIN-

AN ALLIED ARTISTS PICTURE



Ad Mat No. 205

2 cols. x 2"

MAT NO. 205

(56 Lines)



THE GOLDEN YEARS  
OF THE  
JAZZ-MAD  
ERA!

**"KING OF THE  
ROARING 20's"**  
-THE STORY OF ARNOLD ROTHSTEIN-

starring **DAVID JANSSEN** · **DIANNE FOSTER** · **JACK CARSON** · **DIANA DORS**  
· **DAN O'HERLIHY** · **MICKEY SHAUGHNESSY** · **KEENAN WYNN** · **WILLIAM DEMAREST**  
and GUEST STAR **JOSEPH SCHILDKRAUT** and **MICKEY ROONEY** as Johnny Burke

AN ALLIED ARTISTS PICTURE

MAT NO. 204

Ad Mat No. 204

2 cols. x 4"

(112 Lines)



THE  
GOLDEN YEARS  
OF THE  
JAZZ-MAD ERA!

**"KING OF THE  
ROARING 20's"**  
-THE STORY OF ARNOLD ROTHSTEIN-

AN ALLIED ARTISTS PICTURE

MAT NO. 203

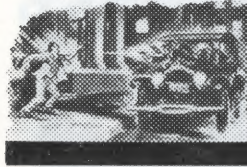
Ad Mat No. 203

2 cols. x 3"

(84 Lines)



GAMBLERS  
... GIRLS  
... CON-MEN  
he supplied  
the BIG  
BANKROLL!



**"KING OF THE ROARING 20's"**

-THE STORY OF ARNOLD ROTHSTEIN-



Starring  
DAVID JANSSEN • DIANNE FOSTER • JACK CARSON • DIANA DORS  
DAN O'HERLIHY • MICKEY SHAUGHNESSY • KEENAN WYNN • WILLIAM DEMAREST

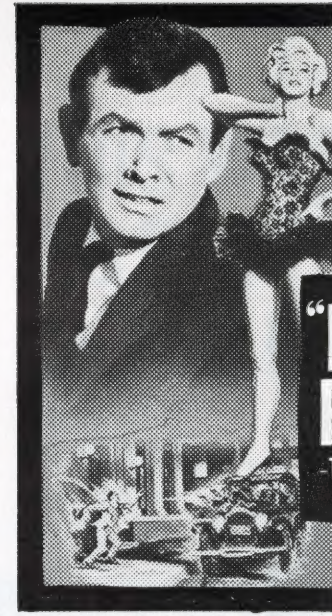
FROM LEO KATCHER'S  
BEST-SELLING NOVEL,  
"THE BIG BANKROLL"

Guest Star **JOSEPH SCHILDKRAUT** and **MICKEY ROONEY** as Johnny Burke  
with REGIS TOOMEY • Produced by SAMUEL BISCHOFF and DAVID DIAMOND • Directed by JOSEPH M. NEWMAN  
Screenplay by JO SWERLING • Music Composed and Conducted by FRANZ WAXMAN • AN ALLIED ARTISTS PICTURE

MAT NO. 301  
(168 Lines)

Ad Mat No. 301

3 cols. x 4"



THE GAY,  
VICE-RIDDEN  
YEARS OF THE  
JAZZ-MAD ERA!

**"KING OF THE ROARING 20's"**

-THE STORY OF ARNOLD ROTHSTEIN-

AN ALLIED ARTISTS PICTURE

MAT NO. 206

Ad Mat No. 206

2 cols. x 3"

(84 Lines)

THE  
GOLDEN  
YEARS  
OF THE  
JAZZ-MAD  
ERA!



**"KING OF THE ROARING 20's"**

-THE STORY OF ARNOLD ROTHSTEIN-

AN ALLIED ARTISTS PICTURE

MAT NO. 201

Ad Mat No. 201

2 cols. x 1"

(28 Lines)

THE  
GOLDEN YEARS  
OF THE  
JAZZ-MAD ERA...



and  
the  
man  
who  
ruled  
it all!

DAVID  
JANSSEN  
DIANNE  
FOSTER  
JACK  
CARSON  
DIANA  
DORS  
DAN  
O'HERLIHY  
MICKEY  
SHAUGHNESSY  
KEENAN  
WYNN  
WILLIAM  
DEMAREST  
with JOSEPH  
SCHILDKRAUT  
and MICKEY  
ROONEY  
as Johnny Burke



**"KING OF THE ROARING 20's"**

-THE STORY OF ARNOLD ROTHSTEIN-

An ALLIED ARTISTS PICTURE

MAT NO. 104

Ad Mat No. 104  
1 col. x 6 1/2" (91 Lines)



To the Guys  
and Dolls  
of the  
Roaring 20's  
he was

**"KING OF THE ROARING 20's"**

-THE STORY OF ARNOLD ROTHSTEIN-

AN ALLIED ARTISTS PICTURE

TEASER A



THE  
JAZZ-  
CRAZED  
ERA  
OF THE  
ROARING  
TWENTIES!

see it all in

**"KING OF THE ROARING 20's"**

-THE STORY OF ARNOLD ROTHSTEIN-

AN ALLIED ARTISTS PICTURE

TEASER C

TEASERS



GAMBLERS..  
GIRLS..  
CON-MEN

he  
supplied  
the  
BIG  
BANKROLL!

**"KING OF THE ROARING 20's"**

-THE STORY OF ARNOLD ROTHSTEIN-

AN ALLIED ARTISTS PICTURE

TEASER B



# COMPLETE CAMPAIGN MAT

ALL THE AD AND SCENE CUTS SHOWN BELOW AVAILABLE ON ONE MAT

ORDER "KING OF THE ROARING 20's — THE STORY OF ARNOLD ROTHSTEIN" SPECIAL MAT NO. 1 FROM NATIONAL SCREEN



**THE JAZZ-CRAZED ERA OF THE FABULOUS ROARING TWENTIES!**



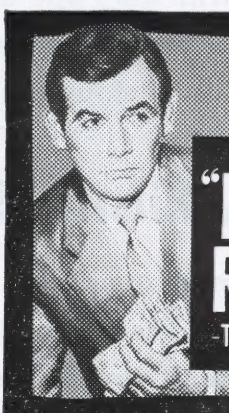
**"KING OF THE ROARING 20's"**  
-THE STORY OF ARNOLD ROTHSTEIN-

DAVID JANSSEN  
DIANNE FOSTER  
JACK CARSON  
DIANA DORS  
DAN O'HERLIHY  
MICKEY SHAUGHNESSY  
KEENAN WYNN  
WILLIAM DEMAREST  
Guest Star JOSEPH SCHILDKRAUT  
and MICKEY ROONEY as Johnny Burke

FROM THE BEST-SELLING NOVEL "THE BIG BANKROLL"


with REGIS TOOMEY • Produced by SAMUEL BISCHOFF and DAVID DIAMOND • Directed by JOSEPH M. NEWMAN  
Screenplay by JO SWERLING • Music Composed and Conducted by FRANZ WAXMAN • AN ALLIED ARTISTS PICTURE

Ad Mat No. 208 2 cols. x 5 1/2" (154 Lines) MAT NO. 208



**THE GAY, VICE-RIDDEN YEARS OF THE JAZZ-MAD ERA!**

**"KING OF THE ROARING 20's"**  
-THE STORY OF ARNOLD ROTHSTEIN-



AN ALLIED ARTISTS PICTURE

Ad Mat No. 202 2 cols. x 2 1/4" (63 Lines) MAT NO. 202




KING OF THE ROARING 20's -The Story of Arnold Rothstein No. 24

**"KING OF THE ROARING 20's"**  
-THE STORY OF ARNOLD ROTHSTEIN-

An ALLIED ARTISTS Picture

MAT NO. 101  
Ad Mat No. 101 1 col. x 1" (14 Lines)



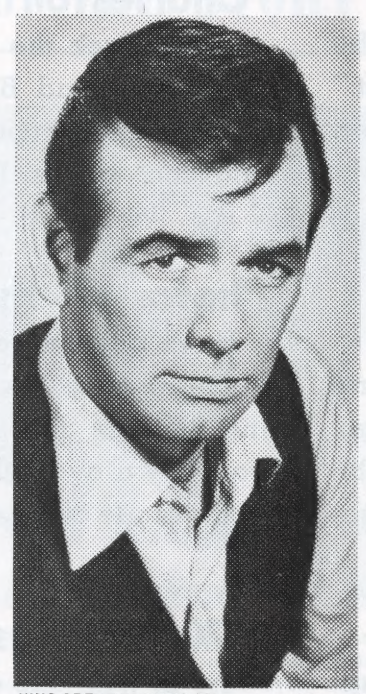
**THE GAY, VICE-RIDDEN YEARS OF THE JAZZ-MAD ERA!**

**"KING OF THE ROARING 20's"**  
-THE STORY OF ARNOLD ROTHSTEIN-

Starring  
DAVID JANSSEN  
DIANNE FOSTER  
JACK CARSON  
DIANA DORS  
DAN O'HERLIHY  
MICKEY SHAUGHNESSY  
KEENAN WYNN  
WILLIAM DEMAREST  
Guest Star  
JOSEPH SCHILDKRAUT  
and  
MICKEY ROONEY as Johnny Burke



AN ALLIED ARTISTS PICTURE  
MAT NO. 103  
Ad Mat No. 103 1 col. x 5" (70 Lines)



KING OF THE ROARING 20's -The Story of Arnold Rothstein No. 8

**GAMBLERS.. GIRLS.. CON-MEN**

he supplied the BIG BANKROLL!



**"KING OF THE ROARING 20's"**  
-THE STORY OF ARNOLD ROTHSTEIN-

AN ALLIED ARTISTS PICTURE  
MAT NO. 102  
Ad Mat No. 102 1 col. x 2 3/4" (38 Lines)





# RADIO SPOTS

The glamour, excitement and mood of the Jazz era of the 20's is captured in the punch-packed radio spots recording, available free to those buying radio time. The platter contains 3 one-minute spots, two half-minute spots and one 10-second station break spot. One of the three one-minute spots is narrated by David Janssen. These radio spots were made with only one thought in mind—to lure theatre-goers to your box office. Please give us your playdate when ordering to guide us in shipping.

# TV TRAILERS



The action of the rollicking, roaring 20's is dramatically conveyed in the set of TV trailers. The longer trailers contain a moment or two of the film's dramatic high spots and have open ends for announcer to come in with local tie-in copy. The 10-second trailers are designed for station break spots.

Order radio transcriptions and/or TV trailers from Allied Artists Exploitation Dept., 165 W. 46th Street, New York 36, N.Y., or 4376 Sunset Dr., Hollywood 27, Calif.

## Television Slide

- ★ The TV slide, pictured here, is available at \$4.00 each, including all imprinting and postage. The imprinting includes station ID, theatre name and playdate. If you desire it on the slide, be sure
- ★ to include the information when ordering. Order direct from CHATIS ART DISPLAYS, 6453 SUNSET BLVD., HOLLYWOOD 28, CALIF., and send money order or check with order.



## FREE GAMBLING THRILL FOR PATRONS

Give your patrons a "no cost" gambling thrill and at the same time plug the attraction. Have your sign shop make up a sturdy gambling wheel as shown in the illustration below.

Allow each patron one spin only. If the arrow stops at 7 or 11 award the spinner a pair of guest tickets. Spot it in your lobby at



least one week in advance of playdate. The set of 7 star photos is available at the special price of \$1.00. Order from Allied Artists Exploitation Dept., 4376 Sunset Dr., Hollywood 27, Calif. Ask for the WHEEL stills. Money order or check must accompany order.

## ROARING 20's EVENTFUL DECADE!

The roaring 20's was a fabulous era, but there was more to it than babes, bathtub gin, black bottom and mobsters. Several notable and historic events occurred between 1920-1929. For use in special feature newspaper stories, here is a list of the most important:

1. Nicola Sacco and Bartolomeo Vanzetti held for killing two men in a robbery. Found guilty in 1921 and executed on August 22, 1927.
2. The nineteenth Amendment giving suffrage to women was proclaimed in effect August 26, 1920.
3. First sound-on film talking pictures (vaudeville shorts) shown in New York beginning April, 1923.
4. Beer puch in Munich, led by Gen. Ludendorff and Adolf Hitler. November 8-9, 1923. Ludendorff arrested and paroled; Hitler wounded and imprisoned.
5. Nellie Ross Taylor elected Governor of Wyoming in 1924, is first woman so honored. Same year Miriam (Ma) Ferguson elected Governor of Texas, and installed Jan., 1925.
6. John T. Scopes arrested in Tennessee for teaching theory of evolution in high school in 1925.
7. Capt. Charles A. Lindbergh, first to solo from U.S. to Europe, May 20, 1927. Reached Paris on May 21.
8. First all taking motion picture shown in New York Nov. 6, 1928.
9. ARNOLD ROTHSTEIN, KING OF THE ROARING 20's, DIED OF SHOT WOUNDS NOV. 6, 1928. KILLER NEVER FOUND.
10. 1929 St. Valentine's Day Massacre Feb. 14th in Chicago. 7 killed.
11. 1929—October 29th—Stock Market crash. Depression begins.

## RE-CREATE MOOD OF THE FABULOUS ROARING 20's!

*Most Fabulous Era of Our Time!*

### Tunes of the Twenties

Many, many tunes of the 20's are now, what is known in the music business, as standards. Songs like "Ain't She Sweet," "Pretty Baby," "Varsity Drag," etc., are as popular today as ever. Get local disc jockeys to schedule programs in which they spin the 10 top tunes of the 20's, offering tickets as prizes for those sending in the correct titles.

### Battle of Dixieland Bands

Another contest that ties in with the fabulous era is a Dixieland band contest. The bands or groups can battle it out on your stage. Have them wear blazer jackets, straw hats and other attire of the 20's. If you can arrange it, offer winning band a theatre engagement, entertaining on your stage or lobby.

### "Flappers" Street Bally

A street bally of a group of "flappers," attired in wearing apparel of the 20's, would attract plenty of attention. Get extra plug by advertising for them in the newspapers. Have them driven about town in an open model 1920-29 car. Banner the car.

### "Charleston" and "Black Bottom" Contests

Bring back the most popular dances of the 20's by staging Charleston and Black Bottom dance contests. Via your newspapers and dancing schools, you should have little difficulty getting contestants. Promote loving cups or jewelry as prizes.

### Photos of the Roaring 20's

Have newspaper readers submit photos of people and places of the roaring 20's. Award gift tickets for the best photos shot during the jazz age. People are interested in how things looked in your town over 30 years ago, as well as looking at folks attired in the mode of the day.

### 1920-1929 Fashion Displays

Tie in with one of the better department stores for a multi-window display of both men's and women's styles of the 20's. Each window should contain a liberal supply of stills and tie-in signs. Add such accessories as collegiate type hats, pennants, etc.



# SPECIAL CARDINAL PAPERBACK MOVIE EDITION OF BEST SELLER

"King of the Roaring 20's—The Story of Arnold Rothstein" is based on Leo Katcher's "The Big Bankroll." It was first published as a \$5.00 hard cover book by Harper and Brothers. A special movie edition by Cardinal Books is now on the stands and retails for 35¢. Depicting the life and times of Arnold Rothstein, notorious gambler and sportsman of the roaring 20's, the book was an immediate success making all of the nation's best seller lists.

The Cardinal paperback edition includes every word contained in the original edition. It is printed from brand new plates made from completely reset, clear, easy-to-read type.

Pictured here is the paperback book jacket with a suggestion on how to take full advantage of this ready-made tie-in. To make certain that everyone will know that the picture "King of the Roaring 20's—The Story of Arnold Rothstein" is based on "The Big Bankroll." It is strongly urged that you make up a sticker or a wrap around with similar copy imprinted. Contact your local distributor who should be more than willing, as it is to his benefit, to make sure that each book bears the picture label. Additionally, make up and spot tie-in cards on newsstands, paperback racks, book shop windows, etc. In window displays be sure to surround book displays with plenty of production stills.



## CONFISCATED GAMBLING EQUIPMENT

Your local police department vice squad may be able to help in arranging an interesting exhibit, either in your lobby or in a downtown store window, of gambling equipment seized in local raids. Such a display generally includes slot machines, gambling wheels of all kinds, dice and "21" tables, chuck-a-luck cages, etc. Such an exhibit should have an appropriate tie-in sign such as the following: **THE GAMBLING EQUIPMENT DISPLAYED HERE IS THE SAME TYPE AS SEIZED IN A ROARING 20'S GAMBLING RAID AS SEEN IN ALLIED ARTISTS' "KING OF THE ROARING 20'S—THE STORY OF ARNOLD ROTHSTEIN."**

## MERCHANDISING TIE-INS

Sporting goods establishments and department stores carry small replicas of various gambling games equipment such as roulette, crap and "21" tables, chuck-a-luck bird cage and miniature slot machines. Contact such stores for window displays of their gambling merchandise. Surround all displays with plenty of production stills and other NSS accessories.

## REYNOLDS BROWN POSTER ART

Be sure to check the NSS posters illustrated on the back cover. The key art, painted by Reynolds Brown, top Hollywood illustrator, is dramatic, colorful and eye-catching. Make good use of the larger-sized figures in the 24 and 6 sheets for lobby display pieces. There are several individual pictorial units suitable for this purpose.

## WHAT ARE THE ODDS?

The boys with the smart money know exactly what odds they face when playing such well known games as poker and roulette. In sporting events they make their own odds, however, the mathematical odds in poker and roulette have been figured exactly and make very interesting reading. Make up a card with this information on it and see that they get city-wide distribution. On the reverse side of the card imprint your own copy such as: **IT'S A 1000 TO ONE YOU'LL ENJOY SEEING "KING OF THE ROARING 20'S—THE STORY OF ARNOLD ROTHSTEIN."** Add theatre name and playdate.

### Chances of Being Dealt Poker Combinations in the Original Five Cards

Royal Flush	1 in 649,740
Straight Flush	1 in 64,974
Four Of a Kind	1 in 4,165
Full House	1 in 694
Flush	1 in 509
Straight	1 in 255
Three Of A Kind	1 in 47
Two Pairs	1 in 21
One Pair	1 in 2 1/2

### Roulette Payoff Rate

Single numbers pay	35 to 1
Double numbers pay	17 to 1
Three numbers pay	11 to 1
Four numbers pay	8 to 1
Five numbers pay	6 to 1
Six numbers pay	5 to 1
Columns pay	2 to 1
High or low pay	Even
Odd or even pay	Even
Red or Black pay	Even
1 to 18 pay	Even
19 to 36 pay	Even

# KING OF THE ROARING 20's - THE STORY OF ARNOLD ROTHSTEIN

NEWSPAPER FEATURE



Broadway showgirl Carolyn Greene (Diane Foster) gets flowers from fabulous Arnold Rothstein as Diana Dors (right), her man-wise room-mate, futilely warns her against him.

Rothstein (David Janssen), left, makes his little tinhorn pal, Johnny Burke (Mickey Rooney) unhappy with news that politicians are forcing him to open a plush casino in partnership with crooked de-



At his home, Rothstein maneuvers Johnny into giving the press damning information about Butler. Carolyn, now Rothstein's wife, overhears Johnny pleading with her husband for money to leave town to escape Butler's vengeance.

Going out, Johnny is cut down by Butler's hired gangsters. Rothstein uses underworld influence to



learn who they are. He tips the police, and through the gunmen he reaches Butler, sending them and him to the electric chair.

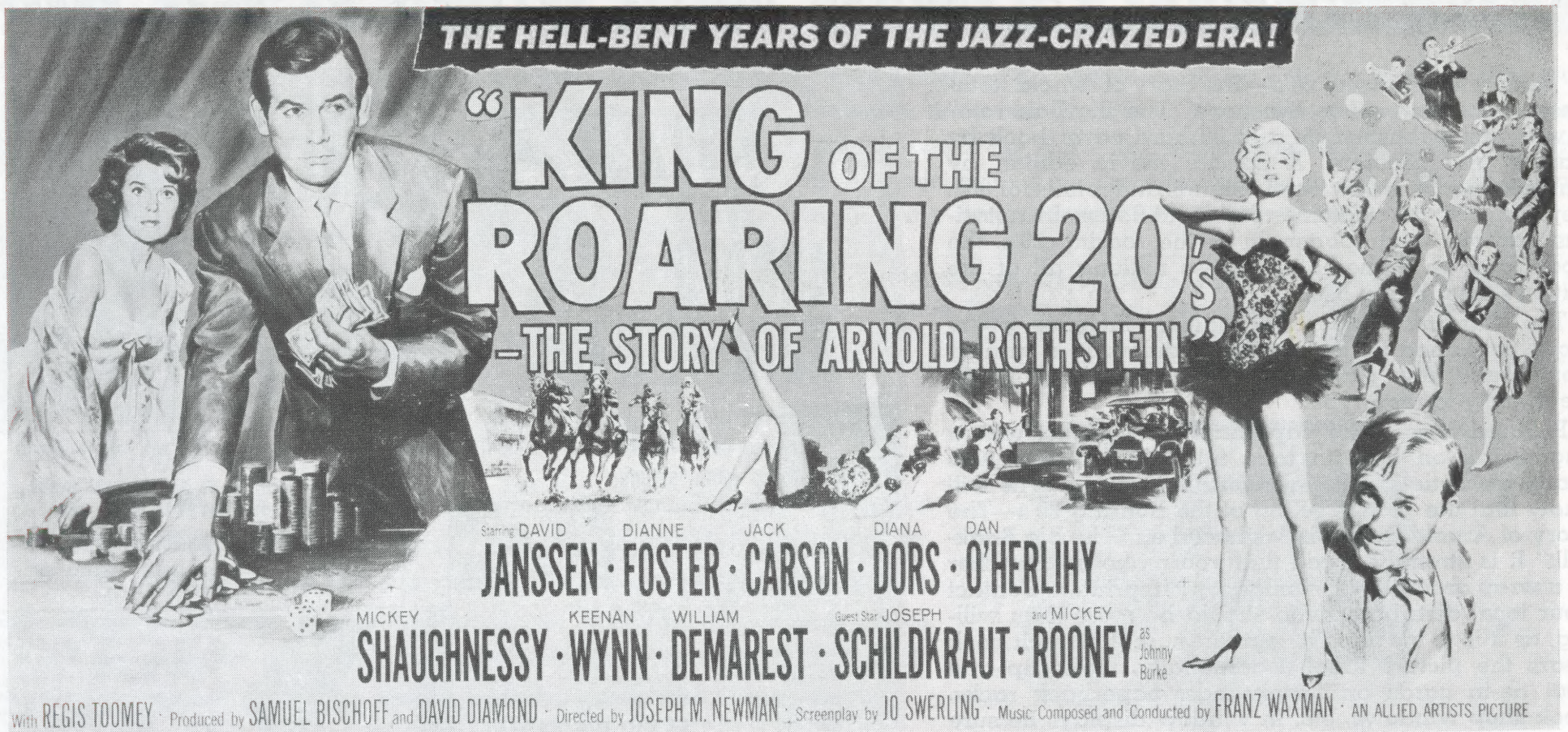
Ousted politicians mark Rothstein for death, and word filters along Broadway he is "no price." He is lured into a poker game with out-of-towners in a hotel room. With gun leveled at him from under the table, and winning cards in his hand, Rothstein does not win.



FREE  
5 COLUMN  
MAT  
K-R-20

Order From  
Allied Artists  
Exploitation  
Dept.,  
4376 Sunset Dr.,  
Hollywood 27,  
California





**TWENTY-FOUR SHEET**



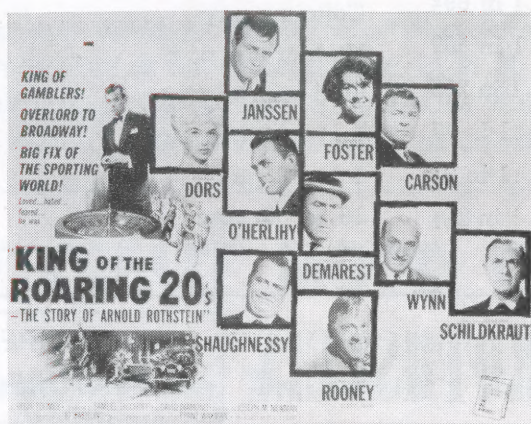
**SIX SHEET**



**INSERT CARD**



**THREE SHEET**



**22 x 28 LOBBY CARD "B"**

*The Full Line of*

**POSTERS**

*and*

**LOBBIES**

*is available through*

**NATIONAL SCREEN SERVICE EXCHANGES**

*Also Available*

**SET OF EIGHT**

**FULL COLOR**

**11 x 14 LOBBY PHOTOS**



**22 x 28 LOBBY CARD "A"**



**ALLIED ARTISTS PICTURES CORP.**  
4376 Sunset Drive, Hollywood 27, California  
and 165 W. 46th St., New York 36, N.Y.



**ONE SHEET**



**Scanned from the collections of the  
Wisconsin Center for Film and Theater Research,  
with support from Matthew and Natalie Bernstein.**



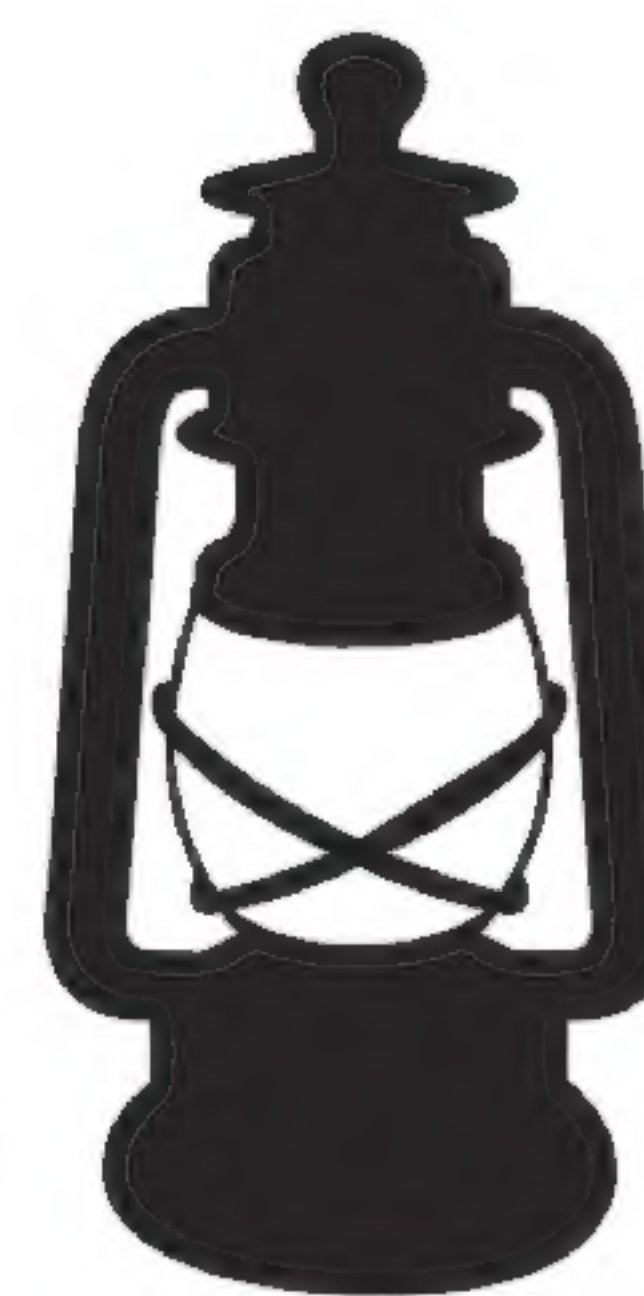
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<http://wcftr.commarts.wisc.edu>

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